



# Creating More Value through Partnerships

Partnerships, Sponsorships, Strategic Alliances, and More

## OVERVIEW

### Where are we headed with this?

- Partner vs Sponsor
- Local/State
- Business Partners/Event Partners (mutual financial profitability)
- Strategic Alliances
- Membership Potential
- Resources

## LAY THE FOUNDATION

### Partnership (as defined by dictionary)

- A **partnership** is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests.
- A **partnership** is a relationship between a nonprofit and for-profit entity in which each agrees to contribute resources to achieve a shared goal.



## Partnership Definition Synthesized

“In business terms, this would be called the cost:benefit analysis, and it would be expressed in purely financial terms.” In partnership terms, it is necessary to go beyond purely financial considerations and think about the multiple forms of value. Partnerships bring about extra power in combining diverse resources in creative ways and going way beyond what your component can do alone.

# Partner vs Sponsor

Simply put...

Depends on the level of agency.

**Partners** have more agency (more voice, more input, more recognition, etc.).

**Sponsors**, unless a customized package, “get what they get” for the most part.

**Local/State**

# Brain food...

- Construction Companies
- Engineering Firms
- Landscape Architects
- Local Art Non-profit
- Local Food Bank
- Preservation Trust
- Museums (science, art, kids, etc.)
- Professional Organizations
- University(ies) in membership area
- State Fire Marshal
- Building Officials Organization
- State/Local ASLA, NOMA, ASID, IIDA, SMPS, AGC, NOMA, HBA etc.
- State/Local Tourism Office
- State/Local Foundations
- State Code Council or AHJ
- Green Building Council
- Construction Institute
- Realtors



# Design & Construction Joint Industry Dinner

Join us for an extraordinary evening of networking, collegiality, and relationship building among Connecticut's architects, engineers, builders, interior designers, and others.

American Council of Engineering Co./CT  
American Institute of Architects, Connecticut  
Associated Builders & Contractors  
Associated General Contractors of Connecticut  
Connecticut American Society of Landscape Architects  
Connecticut Asphalt & Aggregate Producers Association  
Connecticut Building Congress  
Connecticut Concrete Promotion Council.  
Connecticut Ready Mix Concrete Association  
Connecticut Road Builders Association  
Connecticut Society of Civil Engineers  
Connecticut Society of Professional Engineers  
Connecticut Subcontractors Assoc.  
Connecticut Trust for Historic Preservation  
Connecticut, State of Architectural Licensing Board  
Construction Institute  
Electrical Contractors Association  
Minority Construction Council Inc  
Society for Marketing Professional Services  
US Green Building Council -CT Chapter




Make-A-Wish.



Get those piping bags ready,  
it's that time of year again!

*4th Annual Make-A-Wish  
Gingerbread House Competition*


**REGISTRATION NOW OPEN**



**2023**  
**critical issues**  
**SUMMIT**

**BUILDING THE FUTURE, TOGETHER**

**February 8-9**  
**Hilton Capitol Center**  
**Baton Rouge**




**REGISTER TODAY**

## Two Advocacy Events

**Critical Issues** - Partners are state organizations: commercial contractors assoc. (AGC), industrial contractors assoc. (ABC), AIA Louisiana, engineers assoc. (ACEC), concrete assoc. (CAAL), asphalt association (LAPA), financial management assoc. for contractors (CFMA). Candidates for Governor speak in election years.

**Mayoral Forum** - Partners/sponsors are local components of organizations and local member firms.



**Welcomes you to the:**

*2016 Mayoral Candidate Forum*

**In partnership with:**

- Bradley-Blewster & Associates
- Cockfield Jackson Architects
- Coleman Partners Architects
- GraceHebert Architects
- Hoffpauir Studio
- Holden Architects
- Letterman's
- Plus One Design + Construction
- Post Architects
- Remson Haley Herpin Architects
- Ritter Maher Architects
- WHLC Architecture

**Business Partners/  
Event Partners**

# Brain food...

- Construction Companies
- Suppliers
- Engineering Firms
- Landscape Architects
- Utility Companies
- Banks
- Attorneys
- Realtors
- HVAC Companies
- Photographers

## Suppliers:

- Building Supply Companies
- Stone and Tile Companies
- Window Companies
- Kitchen/Bath and Cabinetry
- Software distributors
- Software trainers
- Roofing companies
- Siding companies
- Insulation companies

# Business/Event Partners

- Discussion to come to agreement
- May include a formal MOU or just simply stated terms
- Examples: partners in a program, an event, a grant

# The Connecticut Professionals Leadership Academy

Business/  
Event  
Partners



Presented in Partnership by





**SEE**  
SOUTHEAST ENERGY EFFICIENCY ALLIANCE



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## Business/Event Partners (Programming)

\$4.7 mil Department of Energy Grant

AIA LA \$125 BPI/\$75 BPI



# Strategic Alliances



# Brain food...

- Professional Organizations
- Preservation Trust
- Museums (science, art, kids, etc.)
- Building Officials
- State Fire Marshal's Office
- Realtor's Association
- Municipal Association
- Planning Commissions
- Local Building Departments
- University(ies)

# Strategic Alliances

## BUILDING COMMUNITIES *WITH* **HABITAT FOR HUMANITY®**

**Sept 19 & 20**

Three Builds:

- Housatonic
- Greater New Haven
- Eastern CT



# Strategic Alliances



# Membership Potential

Brain food...



Let's chat, my friend....

- Who has Allied or Affiliate membership packages?
- Who has yearly sponsorship packages?

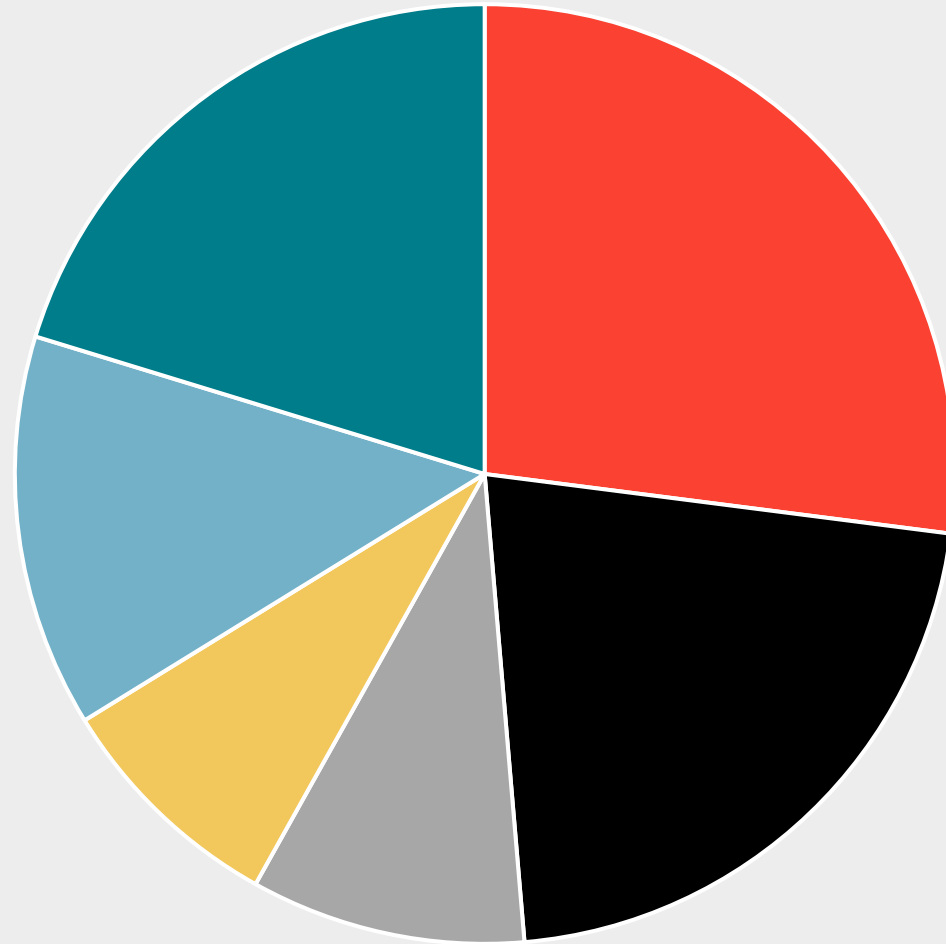
# Resources

- Look at National's partners for inspiration
- Ask your Board/Committees for recommendations
- Almost every example listed has a state and local entity, so be mindful.
- Go forth and prosper! – ask your colleagues at lunch about how they do it 😊

**Thank you.**



## Sales



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr ■ 5th Qtr ■ 6th QTR

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